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# Inside Information

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## USDA AGENCIES CAN EXTEND PRINTING BUDGET

The reduction in travel for this fiscal year will impact negatively on the quality of printing unless efforts can be devised to check all aspects of the printing process.

So says David Sutton, assistant public affairs director for graphic arts in USDA's Office of Governmental and Public Affairs.

He says the only way to be certain that the delivered product will be what was requested and as prepared on the camera-ready art is to hold a press check.

"This means going to the printer's plant during the press run and checking each sheet as it comes off the press prior to its being sent to the bindery," Sutton says.

Another method presently used is to request press proofs and review them at USDA with authors, designers and printers, make whatever marks are necessary and return them to the printer for corrections.

"With the imposition of reduced travel, we are recommending that when there is any doubt about the accuracy of the printer's translation of the camera-ready art, or when there are excessive marks made on the first press proof, that the agency request a second press proof prior to committing the job to the printing press," Sutton advises.

"While this is not a fail-safe method, it may reduce the requirements for travel on some printing jobs."

He adds, however, the consequence of a second press proof may add up to three or four weeks to any printing job and agencies must plan their printing accordingly.

To help agencies in this, GPA's Printing Center is issuing a "graphic arts monograph" which will show the different printing contracts and the time required for obtaining printing from a contract under normal conditions.

The monograph will be issued to help anyone in planning a printing program.

## FOREST SERVICE EMPLOYEES RECOGNIZED

Ten staff members of the USDA Forest Service's Office of Information in Washington have received incentive awards.

The awards were presented as part of nationwide recognition of employees who contributed significantly to development of the 1980 assessment and program effort under the Resources Planning Act.

Three persons received cash awards and certificates of merit from Forest Service Chief Max Peterson.

They were Gloria Brown, information clerk; Rob Gibson, editor; and Susan Yonts, public information specialist (who now is stationed in the Idaho Panhandle Forest).

Certificates of appreciation were presented to: Al Beaty, visual information specialist; Bill Hamilton, publications head; Glenn Kovar, visual information head; Robert Lake, Office of Information director; Charlie Newlon, public involvement head; Carl Rountree, public information specialist; and Linda Russell, public information officer.

As required by the Resources Planning Act of 1974, USDA presented to Congress in 1980 an assessment of the Nation's forests and rangeland situation. It recommended a program for managing these renewable resources.

It was in recognition of these activities that awards were presented to many employees throughout the Forest Service, including the information staff members.

## NATIONAL AGRICULTURE DAY SET FOR MARCH 19

Activities are picking up for the observance of "National Agriculture Day" on March 19.

Several states are planning extensive activities in support for the national observance proclaimed by the President.

Anyone desiring more information may contact Jim Eskin, Ag Day Staff Coordinator,

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## 20 WAYS TO USE DIRECT MAIL

A checklist of "20 Ways You Can Use Direct Mail to Improve Government Communications" was given recently to members of the National Association of Government Communicators.

The checklist was developed by Patti Absher of Silver Spring, Md.

Absher says the brief checklist is only meant to get one thinking about the needs of one's own special audiences.

She says you will no doubt spot many more opportunities to meet your communication objectives by using direct mail.

She adds that computers and word processors let you tailor your message to the people your programs benefit.

Absher emphasizes the point that "when you reach the right people with targeted mailings, you tell your story efficiently and economically."

The 20 ways are:

1. Invite inquiries for program information.
2. Contact prospects for seminars and orientation sessions.
3. Solicit interest in a proposed publication.
4. Promote subscriptions to newsletters or other periodicals.
5. Ask for renewal of a subscription.
6. Win back inactive subscribers.
7. Convert free subscribers to paid.
8. Obtain feedback on a new policy or existing program.
9. Build attendance at an exhibit or conference.
10. Conduct surveys.
11. Collect case histories.
12. Broaden your exposure by reaching new target groups.
13. Update the names, titles and addresses on a mailing list.
14. Expand a mail list by asking for names of colleagues.
15. Welcome a new user of an information product or service.
16. Build participation in a cooperative program with business and industry, state and local government, colleges and universities, etc.
17. Organize volunteers.
18. Build a communication network.
19. Request donations of materials for special projects.
20. Update directories and bibliographies.

## WASHINGTON ACE SETS SPRING WORKSHOP

Washington, D.C., Region of the Agricultural Communicators in Education has scheduled its fourth annual spring workshop for May 21-22.

As the previous workshops, the 1981 sessions will be held at the National 4-H Center on Connecticut Avenue in Chevy Chase, Md. (just outside city limits of Washington, D.C.).

Previous years' workshops have had as many as 150 USDA public information staff members attend.

D.C. ACE regional president Chris Quinn (Farm Credit Administration) has put out a call for ideas for this year's workshop.

## PRSA/NYU ANNOUNCES 33 PROGRAMS & WORKSHOPS

Public Relations Society of America and New York University's public relations management program will enter its second decade, offering 33 seminars and workshops in the first five months of 1981.

In its first 10 years, the program gave 347 workshops and seminars, from a mix of 45 different programs.

It drew more than 12,000 government public information and public affairs professionals and industry public relations professionals from across the Nation and around the world.

Full program descriptions and registration information is available from NYU Business and Management Programs, 310 Madison Avenue, New York, NY 10017, or call (212) 682-1435.

## HAWAIIAN RECOGNIZED BY STATE SENATE

The Senate of the state of Hawaii recently recognized Fortunato Teho of University of Hawaii for his many years of broadcasting. The Senate, in Resolution No. 5, said: "Honoring Mr. Fortunato Teho upon the celebration of his 25th consecutive year of radio broadcasting in Hawaii."

## (National Ag Day - Continued)

Agriculture Council of America, Suite 708, 1625 Eye Street, NW, Washington, DC 20006. He also may be reached at a toll-free telephone number, 1-800-424-9247.